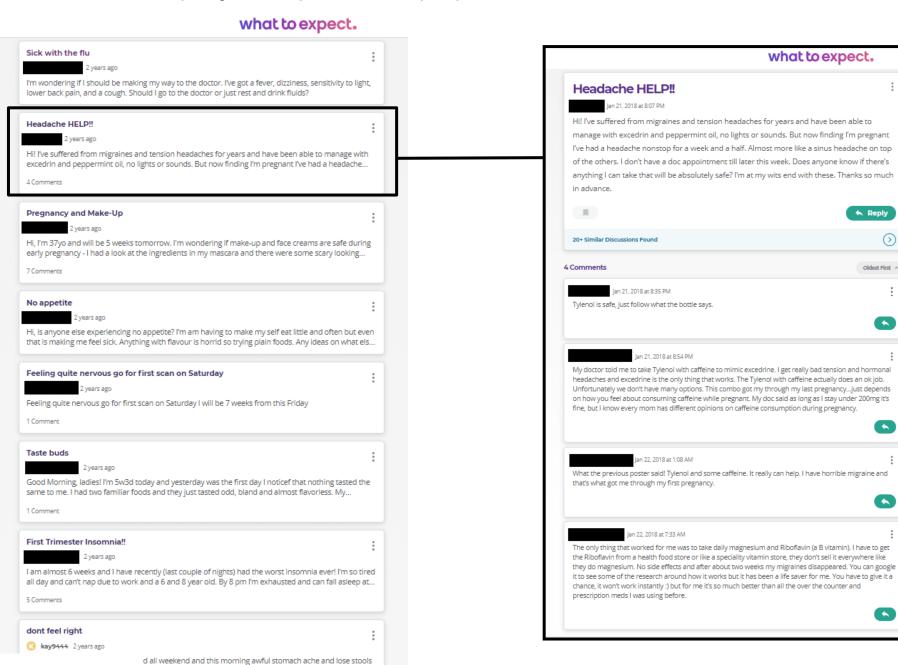


Supplemental Figure 1. To obtain a measure of the popularity of birth club forums across WhattoExpect.com and BabyCenter.com, we counted the number of total threads appearing in birth club forums over the past five years. Each initial post was counted as a single thread, regardless of the number of follow-up comments. Because these forums continue to be active years after childbirth, prior years tend to have a greater number of cumulative posts. Therefore, we restricted our count to the number of threads appearing in a one-year period, dating form the start of the first trimester to three months postpartum. Thus, for the April 2015 forum, we used publicly available data to count the number of posts appearing from August 1, 2014 through July 31, 2015. Data was obtained from the two websites quarterly (i.e., every fourth birth club month) for the last five years, from the April 2015 birth club through the April 2019 birth club.

Supplemental Figure 2. Left: sample screenshot from the WhatoExpect January 2018 birth club month forum. Right: Sample thread from the forum, depicting the initial post and follow-up responses. Usernames have been redacted.

♠ Reply

Oldest First ^



Supplemental Figure 3. It is a standard practice when using Latent Dirichlet allocation to remove "stopwords" or common, contentless words in a corpus as a preprocessing step [1]. It has been shown that beyond very high probability terms, the effects of stoplists on training are limited [2], but that a set of extremely frequent terms may overwhelm the model—whereby all topics look very similar, simply reflecting the frequent terms—and reduce how well the model fits contentful (meaningful) terms that better highlight the focus of a user post. Thus, as a preprocessing step, we opted to remove terms that occur very often in the collection of user posts, eliminating words such as "the" and "would" that are generally very frequent in English, as well as terms that are not contentless but rather are ubiquitous in the forum (such as "baby" or "pregnancy").

1. Blei DM, Ng AY, Jordan MI. Latent Dirichlet Allocation. J Mach Learn Res. 2003; 993–1022. 2. Schofield A, Magnusson M, Mimno D. Pulling Out the Stops: Rethinking Stopword Removal for Topic Models. 2017; 432–436. doi:10.18653/v1/e17-2069

## List of stop words

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!
!?
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%
&
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